IN THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application. An identifier indicating the status of each claim is provided.

Listing of Claims

1. (Currently Amended) A method of generating a web site, comprising the steps of:

receiving a first data entry including selection of an industry type;

presenting one or more questions based at least in part on the selected industry type;

receiving a second data entry in response to the one or more questions;

determining one or more characteristics for each of one or more web site dimensions in accordance with the first and second data entries;

generating a single description, containing configuration of each dimension including a structure, of the web site based upon the one or more determined characteristics for each of the one or more web site dimensions, wherein the web site dimensions include content, layout, structure, and appearance;

defining content, layout, structure, and appearance of the web site independently through access to software modules for independently editing one or more of the content, layout, structure, and appearance of the website;

~~inserting a placeholder on more than one page of the web site, the~~

~~placeholder representing same information;~~

retrieving web site data including pre-created industry content from an

external data source in accordance with the generated description of the web site;

generating one or more pages of the web site based upon the description of

the web site and the retrieved web site data;

previewing the generated one or more pages, any changes made on the one

or more pages during previewing being automatically incorporated;

remotely executing an application that may or may not retrieve web site data such

that whether content is retrieved is a function of the remotely executed application; and

presenting the generated web site.

2. (Original) The method as claimed in claim 1, wherein the external data source

is a web site.

3. (Previously Presented) The method as claimed in claim 1, wherein the

description defines a format of the pre-created industry content.

4. (Previously Presented) The method as claimed in claim 3, wherein the format

of the pre-created industry content includes a look and feel of the pre-created

industry content.

5. (Previously Presented) The method as claimed in claim 3, wherein the format of the pre-created industry content defined by the generated description is different from a format of the pre-created industry content as retrieved from the external data source.

6. (Previously Presented) The method as claimed in claim 3, wherein the format of the pre-created industry content matches a format of the web site.

7. (Original) The method as claimed in claim 6, wherein the format of the web site is defined by at least one of the characteristics of at least one of the web site dimensions.

8. (Original) The method as claimed in claim 1, further comprising the step of storing the description of the web site.

9. (Original) The method as claimed in claim 1, wherein the data entry includes one or more user preferences.

10. (Original) The method as claimed i n claim 1, wherein the data entry includes one or more user profiles.

11. (Original) The method as claimed i n claim 1, wherein the data entry includes one or more navigation histories.

Frommer Lawrence & Haug LLP
745 Fifth Avenue
New York, NY 10151
212-588-0800

Page 5 of 23

00687360.DOC

12. (Currently Amended) A method of generating a web site, comprising the steps of:

 receiving a first data entry, at least a portion of the first data entry designating an external data source of dynamic content data;

 presenting one or more questions based at least in part on the first data entry;

 receiving a second data entry in response to the one or more questions;

 determining one or more characteristics for each of one or more web site dimensions in accordance with the data entries;

 defining at least one of the characteristics of at least one of the web site dimensions based upon the designated external data source;

 generating a <u>single</u> description, <u>containing configuration of each</u> <u>dimension</u> ~~including a structure,~~ of the web site based upon the one or more determined characteristics for each of the one or more web site dimensions, ~~the~~ ~~description including a description of the designated external data source~~ <u>wherein</u> <u>the web site dimensions include content, layout, structure and appearance;</u>

 defining content, layout, structure, and appearance of the web site independently <u>through access to software modules for independently editing one</u> <u>or more of the content, layout, structure, and appearance of the website;</u>

 ~~inserting a placeholder on more than one page of the web site, the~~ ~~placeholder representing same information;~~

retrieving web site data, including pre-created industry content from the

designated external data source, in accordance with the generated description of

the web site;

generating one or more pages of the web site based upon the description of

the web site and the retrieved web site data;

previewing the generated one or more pages, any changes made on the one

or more pages during previewing being automatically incorporated;

remotely executing an application that may or may not retrieve web site

data such that whether content is retrieved is a function of the remotely executed

application; and

presenting the generated web site.

13. (Currently Amended) A system for generating a web site, comprising:

an input for receiving a first data entry; and

a multi-purpose computing device adapted to perform the steps of:

presenting one or more questions;

receiving a second data entry in response to the one or more

questions;

determining one or more characteristics for each of one or more

web site dimensions in accordance with the data entries;

generating a single description, containing configuration of each

dimension, of the web site based upon the one or more determined characteristics

for each of the one or more web site dimensions, wherein the website dimensions include content, layout, structure and appearance;

retrieving web site data including pre-created industry content from an external data source in accordance with the generated description of the web site;

generating one or more pages of the web site based upon the description of the web site and the retrieved web site data;

defining content, layout, structure, and appearance of the web site independently through access to software modules for independently editing one or more of the content, layout, structure, and appearance of the website;

~~inserting a placeholder on more than one page of the web site, the placeholder representing same information;~~

previewing the generated one or more pages, any changes made on the one or more pages during previewing being automatically incorporated;

remotely executing an application that may or may not retrieve web site data such that whether content is retrieved is a function of the remotely executed application; and

presenting the generated web site.

14. (Original) The system as claimed in claim 13, wherein the external data source is a web site.

15. (Previously Presented) The system as claimed in claim 13, wherein the description defines a format of the pre-created industry content.

16. (Previously Presented) The system as claimed in claim 15, wherein the format of the pre-created industry content includes a look and feel of the pre-created industry content.

17. (Previously Presented) The system as claimed in claim 15, wherein the format of the pre-created industry content defined by the generated description is different from a format of the pre-created industry content as retrieved from the external data source.

18. (Previously Presented) The system as claimed in claim 15, wherein the format of the pre-created industry content matches a format of the web site.

19. (Original) The s ystem as claimed in claim 18, wherein the format of the web site is defined by at least one of the characteristics of at least one of the web site dimensions.

20. (Original) The s ystem as claimed in claim 13, wherein the multi-purpose computing device is adapted to further perform the step of storing the description of the web site.

21. (Original) The s ystem as claimed in claim 13, wherein the data entry includes

one or more user preferences.

22. (Original) The s ystem as claimed in claim 13, wherein the data entry includes

one or more user profiles.

23. (Original) The s ystem as claimed in claim 13, wherein the data entry includes

one or more navigation histories.

24. (Currently Amended) A system for generating a web site, comprising:

    an input for receiving data entry, at least a portion of the data entry

designating an external data source of dynamic content data; and

    a multi-purpose computing device adapted to perform the steps of:

        determining one or more characteristics for each of one or more

web site dimensions in accordance with the data entry;

        defining at least one of the characteristics of at least one of the web

site dimensions based upon the designated external data source;

        generating a <u>single</u> description<u>, containing configuration of each

dimension,</u> of the web site based upon the one or more determined characteristics

for each of the one or more web site dimensions, the ~~description~~ <u>website

dimensions include content, layout, structure and appearance</u> ~~including a

description of the designated external data source~~;

retrieving web site data, including pre-created industry content from the designated external data source, in accordance with the generated description of the web site;

generating a structure of the web site based upon the description of the web site;

generating one or more pages of the web site based upon the description of the web site and the retrieved web site data;

defining content, layout, structure, and appearance of the web site independently through access to software modules for independently editing one or more of the content, layout, structure, and appearance of the website;

~~inserting a placeholder on more than one page of the web site, the placeholder representing same information;~~

previewing the generated one or more pages, any changes made on the one or more pages during previewing being automatically incorporated;

remotely executing an application that may or may not retrieve web site data such that whether content is retrieved is a function of the remotely executed application; and

presenting the generated web site.

25. (Currently Amended) A system, operating in conjunction with a processor apparatus, for generating a web site, comprising:

means for receiving data entry;

means for determining one or more characteristics for each of one or more web site dimensions in accordance with the data entry;

means for generating a <u>single</u> description<u>, containing configuration of each dimension,</u> of the web site based upon the one or more determined characteristics for each of the one or more web site dimensions<u>, wherein the website dimensions include content, layout, structure and appearance</u>;

means for retrieving web site data including pre-created industry content from an external data source in accordance with the generated description of the web site;

means for generating a structure of the web site based upon the description of the web site;

means for generating one or more pages of the web site based upon the description of the web site and the retrieved web site data;

means for defining content, layout, structure, and appearance of the web site independently <u>through access to software modules for independently editing one or more of the content, layout, structure, and appearance of the website</u>;

~~means for inserting a placeholder on more than one page of the web site, the placeholder representing same information;~~

means for previewing the generated one or more pages, any changes made on the one or more pages during previewing being automatically incorporated;

means for remotely executing an application that may or may not retrieve web site data such that whether content is retrieved is a function of the remotely executed application; and

means for presenting the generated web site.

26. (Currently Amended) A system, operating in conjunction with a processor apparatus, for generating a web site, comprising:

means for receiving data entry, at least a portion of the data entry designating an external data source of dynamic content data;

means for determining one or more characteristics for each of one or more web site dimensions in accordance with the data entry;

means for defining at least one of the characteristics of at least one of the web site dimensions based upon the designated external data source;

means for generating a single description, containing configuration of each dimension, of the web site based upon the one or more determined characteristics for each of the one or more web site dimensions, wherein the website dimensions include content, layout, structure and appearance~~the description including a description of the designated external data source~~;

means for retrieving web site data, including pre-created industry content from the designated external data source, in accordance with the generated description of the web site;

means for generating a structure of the web site based upon the description of the web site;

means for generating one or more pages of the web site based upon the description of the web site and the retrieved web site data;

means for defining content, layout, structure, and appearance of the web site independently through access to software modules for independently editing one or more of the content, layout, structure, and appearance of the website;

~~means for inserting a placeholder on more than one page of the web site, the placeholder representing same information;~~

means for previewing the generated one or more pages, any changes made on the one or more pages during previewing being automatically incorporated;

means for remotely executing an application that may or may not retrieve web site data such that whether content is retrieved is a function of the remotely executed application; and

means for presenting the generated web site.

27. (Currently Amended) A computer-readable medium storing an executable program, when executed, causing a computer to generate a web site, the executable program comprising the steps of:

receiving data entry;

determining one or more characteristics for each of one or more web site dimensions in accordance with the data entry;

generating a single description, containing configuration of each dimension, of the web site based upon the one or more determined characteristics for each of the one or more web site dimensions, wherein the website dimensions include content, layout, structure and appearance;

retrieving web site data including pre-created industry content from an external data source in accordance with the generated description of the web site;

generating a structure of the web site based upon the description of the web site;

generating one or more pages of the web site based upon the description of the web site and the retrieved web site data;

defining content, layout, structure, and appearance of the web site independently through access to software modules for independently editing one or more of the content, layout, structure, and appearance of the website;

~~inserting a placeholder on more than one page of the web site, the placeholder representing same information;~~

previewing the generated one or more pages, any changes made on the one or more pages during previewing being automatically incorporated;

remotely executing an application that may or may not retrieve web site data such that whether content is retrieved is a function of the remotely executed application; and

presenting the generated web site.

28. (Currently Amended) A computer-readable medium storing an executable program, when executed, causing a computer to generate a web site, the executable program comprising the steps of:

receiving data entry, at least a portion of the data entry designating an external data source of dynamic content data;

determining one or more characteristics for each of one or more web site dimensions in accordance with the data entry;

defining at least one of the characteristics of at least one of the web site dimensions based upon the designated external data source;

generating a single description, containing configuration of each dimension, of the web site based upon the one or more determined characteristics for each of the one or more web site dimensions, ~~the description including a description of the designated external data source~~ wherein the website dimensions include content, layout, structure and appearance;

retrieving web site data, including pre-created industry content from the designated external data source, in accordance with the generated description of the web site;

generating a structure of the web site based upon the description of the web site;

defining content, layout, structure, and appearance of the web site independently through access to software modules for independently editing one or more of the content, layout, structure, and appearance of the website;

~~inserting a placeholder on more than one page of the web site, the placeholder representing same information;~~

previewing the generated one or more pages, any changes made on the one or more pages during previewing being automatically incorporated;

generating one or more pages of the web site based upon the description of the web site and the retrieved web site data;

remotely executing an application that may or may not retrieve web site data such that whether content is retrieved is a function of the remotely executed application; and

presenting the generated web site.